

# Marine Boudeau

200 Saint Johns Place  
Brooklyn, NY 11217  
+1 (718) 306 4448  
hello@marineboudeau.com

marineboudeau.com/resume  
(interactive version)

## EDUCATION

### Northeastern University

Bachelor of Science in International Business & Marketing | 2005 (Boston, MA)

### Neoma Business School

Bachelor of Science in International Business | 2005 (Reims, France)

## PROJECTS

### RockawayBeach.io

Creator | 2016 - Present

A simple guide about Rockaway Beach.

### Feelio.cc

Creator | 2014 - Present

Feelio is a daily email that tells you what to wear. Available in a few cities including New York, San Francisco and Paris.

## SKILLS

Sketch, Atomic, Invision, Adobe Suite, HTML5, CSS, SCSS, JavaScript, EmberJS, React Native, PHP.

## HONORS & AWARDS

### Reinvent Green Hackathon

Participant | Jul 2012

Winner of the second nyc.gov hackathon with "Best Transportation" prize for BikePool.

### Reinvent NYC.gov Hackathon

Participant | Aug 2011

Winner of the first nyc.gov hackathon with the "Best Use of Social" prize.

## OTHER THINGS ABOUT ME



## Technologist + Human

Experienced technologist with a proven track record in identifying issues and opportunities in complex situations. Specialties: general management, product definition and strategy, creative problem solving, ux design, usability, software engineering, requirement specification.

## WORK EXPERIENCE

### New York Public Radio

Director of Design & User Experience | 2015 - Present

Responsible for the design strategy, direction and implementation of our products, digital innovation, and managing a team of 2 designers.

- Collaborates with leadership team to create our team's OKRs
- Contributes to digital strategy and product roadmap
- Leads user experience design across all our brands (web, apps, off-platform)
- Oversees design, prototyping, and user research
- Contributes in design and web development as needed

### New York Public Radio

Director, Product Development & UX Design | 2011 - 2015

Responsible for the product strategy, and managing a team of 2 designers and 1 product manager. Led various products launches across our brands (web, apps, off-platform).

- Improved conversion on our donation experience by 30%
- Increased web on-demand and streaming listening by 25%
- Led the product development and co-designed the WNYC App which resulted in an increase of 480% in on-demand listens, and 330% in app sessions. Recipient of the SDN Design Award for "Discover".

### NBC Universal

Senior User Experience Designer | 2010 - 2011

- Led design of The Feast, NBC Local's lifestyle property
- Designed NBC Local Media Labs presented at Google I/O 2010
- Created requirements, wireframes, designs and prototypes

### NBC Universal

Product Manager | 2008 - 2010

Responsible for the launch of 3 series of sites in 10 US local markets (growing monthly page views from 29MM in Nov 2008 to 180MM in Nov 2009), and for managing the user experience & design of those properties. Also responsible for a food blog, The Feast, which launched in 4 cities. Webby Honoree 2010 in Best Practices for nbcnewyork.com.

### Lagardère Group (CellFish Media LLC)

Wireless Operations Manager | 2006 - 2008

Responsible for aggregators and carriers relationship in USA, Canada, and Central America, and for keeping PSMS products compliant with MMA and Carrier Guidelines. Monitored products and services (QOS) on 20 shortcodes and 15 carriers.

### Scanbuy Inc

Product Manager | 2005 - 2006

Responsible for the launch of the mobile app SCANBUY Shopper, and the marketing plan around it. Worked closely with New York and India based engineers to develop the product.

REFERENCES AVAILABLE UPON REQUEST